

# **METHOD AND SYSTEM FOR GENERATING A VALUE PROPOSITION FOR A COMPANY IN AN INDUSTRY**

## **Abstract of the Invention**

A method and system for generating a value proposition for a company in an industry is provided. Specifically, under the present invention, operational metrics and possible solutions are identified for the industry. Then, the impacts of the solutions on the operational metrics are assessed. Once the impacts have been assessed, a current operational performance of the company is compared to an operational performance of one or more companies within the industry to expose performance gaps. Then, a value proposition is generated by identifying a solution based the impacts to address the exposed performance gaps.